LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD#BHN165-D2 REQ#M23209 REVISED "DENICOTINED TOBACCO"(1A)(II) BRANDING PG 4/C BLD (8-3/4 X 11-1/2)
Printed in U.S.A.
TEST MAGS. ARIZONA, 1991

BENSON & HEDGES DE-NIC®

DE-NICOTINED TOBACCO THE SMOOTH TASTE OF A LIGHT

INTRODUCING A BLEND OF INNOVATION AND TRADITION. BENSON & HEDGES DE-NIC®.

THE BREAKTHROUGH OF DE-NICOTINED TOBACCO MEANS IT'S LESS THAN 0.1 MG OF NICOTINE.

AND THE QUALITY OF BENSON & HEDGES MEANS YOU ENJOY A SMOKEABLE CIGARETTE, WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL, KINGS AND 100'S.

BENSON & HEDGES
De-Nic®

NICOTINE EXTRACTED FROM FINE TOBACCO, CREATING A CIGARETTE WITH A SMOOTH, LIGHT TASTE AND LESS THAN 0.1 MG NICOTINE

ONLY AVAILABLE IN ARIZONA.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

9 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.

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